

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/684,762	HALL ET AL.
	Examiner Naeem Haq	Art Unit 3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS. This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 3/23/2006.
2.  The allowed claim(s) is/are 1-5 and 7-21.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
 of the:
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date 4/17/2006.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_

Y.C. Gao  
Part of Paper No./Mail Date 20060417

## DETAILED ACTION

### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicants, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Attorney Robert D. McCutcheon on April 17, 2006.

The application has been amended as follows:

1. (Amended): A fuel dispenser advertising system, comprising:  
~~one or more fuel dispensers operable to dispense fuel, having a central processing unit controlling fuel dispensing;~~  
a display subassembly associated with each of said one or more fuel dispensers  
and [[for]] presenting advertising information to a customer; and  
a master interface system [[for]] storing advertising information and [[for]] transmitting said stored advertising information to each display subassembly by executing predetermined programming of said advertising information; and  
wherein said master interface system logs in to a central office system to download updates of said advertising information and synchronize transmitting of said

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stored advertising information with synchronizing information received from the central office system such that distribution of said advertising information at a location of said master interface system can be synchronized with delivery of similar advertising information at other remote locations; [[and]]

wherein the master interface system ~~is capable of interacting~~ interacts with one or more external systems, including the central office system, only when the interaction is initiated by the master interface system; and

wherein the central processing unit adjusts a pumping speed of at least one of the one or more fuel dispensers to allow presentation of the advertising information to be completed.

16. (Amended): A fuel dispenser advertising system, comprising:

one or more fuel dispensers operable to dispense fuel, having a central processing unit controlling fuel dispensing;

one or more display subassemblies respectively associated with said one or more fuel dispensers [[for]] and presenting information to a customer; and

a master interface system [[for]] storing said information and [[for]] transmitting said information to one or more of said one or more display subassemblies;

said master interface system also [[for]] downloading an update of said information from a central office system, said update including only information determined at the central office system to be different than said information already stored on said master interface system;

said master interface system further for accessing the central office system at a prescribed time along with other master interface systems so that all master interface systems receive additional information for substantially simultaneous presentation by all master interface systems; and

wherein the central processing unit adjusts a pumping speed of at least one of the one or more fuel dispensers to allow presentation of the information to be completed.

21. (Amended): A fuel dispenser advertising system, comprising:
  - one or more fuel dispensers ~~operable to dispense fuel, having a central processing unit controlling fuel dispensing;~~
  - one or more display subassemblies respectively associated with said one or more fuel dispensers [[for]] and presenting information to a customer; and
  - a master interface system physically attached to one of said one or more fuel dispensers, said master interface system [[for]] transmitting said information wirelessly to one or more of said one or more display subassemblies;
  - said master interface system also [[for]] downloading an update of said information wirelessly from a central office system; and
  - wherein the central processing unit adjusts a pumping speed of at least one of the one or more fuel dispensers to allow presentation of the information to be completed.

***Allowable Subject Matter***

Claims 1-5 and 7-21 are allowed.

The following is the Examiner's statement of reasons for allowance: Statement of allowance is in reference to independent claims 1, 16, and 21. All other claims are dependencies of this independent claim.

The present application is directed to a fuel dispenser advertising system that presents advertising information to a user who is using the fuel dispenser. The independent claims 1, 16, and 21 recite the uniquely patentable feature that the central processing unit adjusts the pumping speed of the fuel dispenser to allow the presentation of information to be completed.

Discussion of most relevant prior art:

The following references have been identified as the most relevant prior art to the claimed invention.

(i) US 6,052,629 to Leatherman et al. ("Leatherman"). Leatherman generally teaches a fuel dispenser advertising system. However, Leatherman fails to teach or suggest that the central processing unit adjusts the pumping speed of the fuel dispenser to allow the presentation of information to be completed.

(ii) WO 03/021200 A1 to Vun Cannon. ("Cannon"). Cannon generally discloses a controller for monitoring fluid flow. However, Cannon fails to teach or suggest that a central processing unit adjusts the pumping speed of the fuel dispenser to allow the presentation of information to be completed.

(iii) IBM Technical Disclosure Bulletin NN79081180: "Flow Control Valve for Hermetically Sealed Machine." ("IBM"). IBM generally discloses a flow control valve. However, IBM fails to teach or suggest that a central processing unit adjusts the pumping speed of the fuel dispenser to allow the presentation of information to be completed.

### **Conclusion**

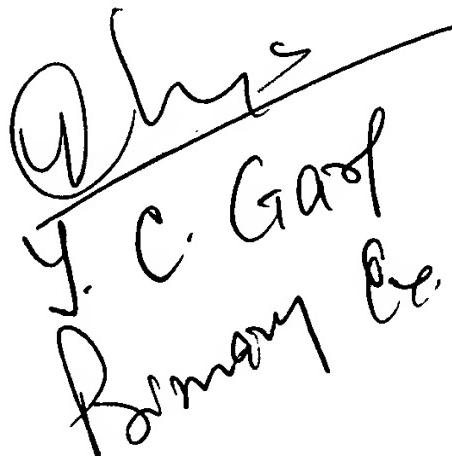
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Naeem Haq whose telephone number is (571)-272-6758. The examiner can normally be reached on M-F 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mark Fadok can be reached on (571)-272-6755. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Naeem Haq, Patent Examiner



G. C. Gao  
Rohm and Haas Co.

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April 17, 2006